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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/270,710	03/16/1999	LAWRENCE F. GLASER	740388-20	2842

7590 11/21/2008
Lawrence F. Glaser
P.O. Box 92
Fairfax Station, VA 22039

EXAMINER

RETTA, YEHDEGA

ART UNIT	PAPER NUMBER
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3622

MAIL DATE	DELIVERY MODE
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11/21/2008

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 09/270,710	Applicant(s) GLASER, LAWRENCE F.	
	Examiner Yehdega Retta	Art Unit 3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 27, 28, 31-36 and 38-49 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 27, 28, 31-36 and 38-49 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on ____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. ____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. ____. |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date ____. | 6) <input type="checkbox"/> Other: ____. |

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DETAILED ACTION

Response to Amendment

This office action in response to Request for Continued Examination filed August 20, 2008. Applicant amended claims 27, 28, 31-33, 35, 36, 38-49. Claims 27, 28, 31-36 and 38-49 are currently pending.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 27, 35, 36, 41-43 and 48 are rejected under 35 U.S.C. 103(a) as being unpatentable over Apfel et al. (US 6,510,453) in view of "Tuning to the Internet", Harris, Kellee; Sporting Goods Business, San Francisco, Nov, 1995, Vol. 28, Iss.11 pg 15 (hereinafter Harris) and further in view of Pirani (US 5,105,184).

Regarding claims 27, 35, 36, 41-43 and 48, Apfel teaches identifying a user of the data processing system, said identified user being the identified sending party; initiating an e-mail communication from the data processing system of the identified sending party; embedding at least one pre-selected message associated with the identified sending party in said communication, and transmitting the e-mail communication with the at least one message associated with the identified sending party (see col. 3 line 6 to col. 4 line 16, col. 8 lines 28-64, fig. 3-6). Apfel does not teach the embedding is for advertisement, wherein said advertisement is for hardware installed on the data processing system by said identified sending party. Harris

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teaches e-mail signature including advertising materials describing products or services. Pirani teaches advertisement for hardware installed on the data processing system of a user; embedding the pre-selected advertisement associated with a software; wherein the embedding is done with the data processing system of the user (integration of advertisement with software); the advertisement automatically embedded by a third party, (see col. 1 lines 44-64, col. 2 lines 53-60, col. 3 line 55 to col. 4 line 44). Pirani teaches integration of commercial advertisements with software by the data processing system of the user to provide additional funds to the software manufacturers and increase the availability of software to the user at low cost. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to integrate an advertisement as in Harris by automatically embedding the advertisement by the data processing system of the user for the software or hardware installed on the data processing as in Pirani in order to increase the availability of the particular software or hardware, as taught in Pirani (see col. 2 lines 53-60).

Claims 28, 31-34, 38-40, 44-46 are rejected under 35 U.S.C. 103(a) as being unpatentable over Apfel et al. (US 6,510,453), in view of Harris, in view of Pirani and further in view of Markwitz (US 5,513,254

Regarding claims 28, 34, 38 Apfel/Harris/Pirani does not teach offering to a user an option of becoming an advertiser; if the offer is accepted the user being compensated for it, it is taught in Markwitz (see col. 2 lines 1-11, col. 4 lines 22-36, and col. 5 lines 4-23). It would have been obvious to one of ordinary skill in the art at the time of the invention to provide option for the user to include advertisement of products or service for compensation, as in Markwitz, in order to be compensated.

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Regarding claims 31-33, 40, Apef/Harris/Pirani does not teach the advertisement is automatically sent for a pre-selected time period and a pre-selected number of times, it is taught in Markwitz (see col. 3 line 31 to col. 4 line 9, col. 6 lines 20-33). It would have been obvious to one of ordinary skill in the art to change the advertisement in the email in order to provide different advertisements for a product or for different products, as taught in Markwitz.

Regarding claim 39, Apef/Harris/Pirani does not but Markwitz teaches including fraud avoidance means for reducing or eliminating fraud (see col. 5 lines 4-23). It would have been obvious to one of ordinary skill in the art at the time of the invention to include fraud avoidance means to make sure the advertisement is included in the communication system so that only those who provide the advertisement are compensated.

Regarding claim 46, Apfel does not but Harris teaches embedding a personal testimonial by the sending party. It would have been obvious to one of ordinary skill in the art at the time of the invention to include a personal testimonial as in Harris to verify that the information is something that the sender has approved.

Regarding claims 44 and 45, Apfel/Harris/Pirani does not but Markowitz teaches the advertisement is automatically determined at least in part by the recipient's profile (see col. 6 lines 20-33), but failed to explicitly teach that the profile includes demographic data such as gender, age, income, etc. Official notice is taken that is old and well known in the art at the time of the invention to know that customer profiles include demographic data such as age, income etc, for the intended purpose of providing targeted advertisement based on the demographic data.

Response to Arguments

Applicant's arguments with respect to claims 27, 28, 31-36 and 38-49 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Straub et al. (US 5,905,492) teaches operating system providing theme to enhance the graphical user interface of the operating system.

Slivka et al. (US 6,061,695) teaches operating system shell providing a graphical user interface having windowing environment with a desktop.

Gabbard et al. (US 6,205,432) teaches background advertising system.

"Taming the Net: A new marketing forum", Mack, John, Pharmaceutical Executive, Eugene: Nov 1995, Vol. 15, Iss. 11; pg 56, 5 pgs.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yehdega Retta whose telephone number is (571) 272-6723. The examiner can normally be reached on 8-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

YR

/Yehdega Retta/
Primary Examiner, Art Unit 3622